

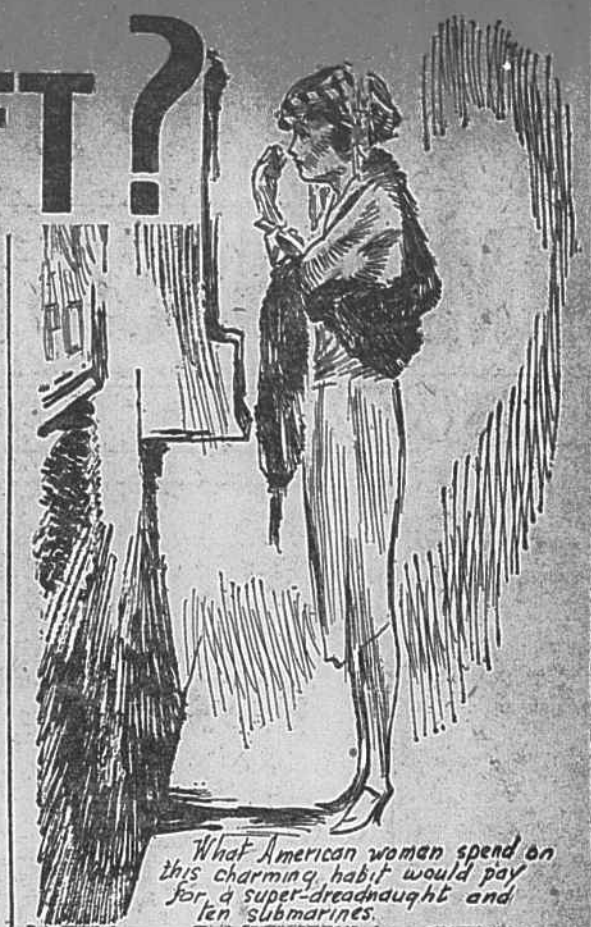
IS SHE A SPENDTHRIFT?



The amount of money spent on golf and other sports has doubled in the last year. No wonder.



Officials from Washington investigate feminine styles in Cuba and discover the popular 'vamp' type is, well, almost...er... buxom.



What American women spend on this charming habit would pay for a super-dreadnaught and ten submarines.

Women Indulge in Luxuries

AMERICAN women now are spending approximately \$500,000,000 a year on rouge, lip sticks, hair nets, jewelry and other beautifiers and feminine fancies of all kinds. In short, Milady America's vanity box costs enough to pay half the interest on the national debt or the entire appropriation for the United States navy.

Government sources of information and reports compiled by official bureaus are authority for these facts. No, the United States government isn't getting ready to conduct a campaign against feminine extravagance. The government came by this information quite incidentally. It is revealed in the income tax reports and reports to the Department of Commerce. The information thus revealed is indicative of a condition.

Washington is a vast storehouse of information on all subjects. The city is filled with overflowing facts of vital interest to every person in the United States. There isn't any question that has an answer that can not be answered in Washington. Somewhere in the government records can be found the answers to the following questions and millions more:

How much does the American male spend each year on hair cutting—and manhandling of his finger nails? How many Americans have an annual income of more than \$1,000,000? Have women ever worn shorter skirts than at present, and if so when? Who smoked the first cigarette?

Who invented the umbrella and how did he come to do it?

How many residents of the United States depend on tips for the largest share of their incomes?

What is the best method of growing asparagus?

What is the average length of time that stenographers work before quitting the office to get married?

How many children are born each year in the United States?

What is the probability that your automobile will be stolen during 1922? Great Mass of Information Has to Do With Women.

A great mass of the information collected by the government has to do with women. The government continually studies the women of the United States, the women of Europe, South America and even Africa. This is because some New York exporter, for instance, may wish to know what styles sell best in Havana or Buenos Aires. Information of this variety can be supplied on demand by the Commerce Department.

The Commerce Department, for instance, recently undertook to find out why American-made dresses and coats for women found only infrequent sales in Cuba. An American official got on the job and interviewed a number of Cuban storekeepers. He learned the Cuban ideal of feminine pulchritude differs widely from that admired in the United States. Here the slender, athletic figure is admired in woman. In Havana most admiration is expressed for the rounded type of figure

with soft curves. It was the difference between the Anglo-Saxon and the Latin ideal. American manufacturers had been trying to sell in Cuba gowns and coats built to accentuate the slender figure. The Cubans failed to buy. And the American fashion exporters lost money until the government got on the job. Then they began to win.

Returning to the American women, the government data shows that she now is less extravagant than two years ago, despite the apparently tremendous sum she still insists on spending each year for beautifiers.

That charming little habit of Miss Liberty—and for that matter, Mrs. Liberty, too—of powdering her nose at odd moments now costs approximately \$50,000,000 a year, or enough to build the greatest dreadnaught afloat and leave more than \$10,000,000 for a fleet of submarine chasers.

The government now collects nearly \$50,000,000 a year in luxury taxes on articles purchased mainly by or for women, like jewelry, candy, perfumes and cosmetics, face lotions and scented soaps, diamonds and powders and beautifiers of all kinds.

The American woman since the war has taken to smoking cigarettes like her European sister, who long ago became as much of an addict to the weed as the European male. Tax receipts show that the sale of cigarettes in the United States has increased. During 1920, for instance, the number of ordinary sized cigarettes sold in the United States was 50,400,000,000. In 1913 the United States consumed only 14,000,000,000 cigarettes a year.



A young lady from Vermont 'taking the count' when an admirer presents a box of rouge. He does not know that in Vermont the 'thou shalt nots' include powder, rouge, perfume's along with the lesser vices.

Public Pays an Ever Growing Amount in Luxury Taxes.

Despite unemployment, falling prices and other considerations, American citizens are paying an ever-increasing amount of so-called luxury taxes. Returns to the Internal Revenue Bureau of the treasury show billions are spent

each year on articles ranging from dirk knives and fancy toilet soap to passenger automobiles and accessories that are not generally regarded as necessities of life.

Girl stenographers and other victims of the habit spent \$28,062,000 for chewing gum in the first six months of

show only \$4,095,269 spent for sculptures, paintings drawings and other similar art objects in the last six months of 1920, while in the previous fiscal year they spent more than \$15,000,000.

A new naive has evidently entered

the field of athletic sport. Government returns show \$23,117,840 spent for tennis rackets, golf clubs and other sporting goods in the six months, as compared with only \$29,500,000 for the entire year preceding.

Vermont Girls Spend Little on Perfumes and Beautifiers.

Vermont is still healthy and virginal it seems from the tax figures. The girls there are still of the modest, quiet, shrinking violet type. They use little perfume, cosmetics and toilet preparations and the drug stores do but a light business in bottled medicines. All of the Green Mountaineers, men, women and children, spent less than \$25,000 in the last fiscal year for perfumes, cosmetics and medicinal preparations of all the patent varieties from salve to pills or the revenue man was cheated.

New York City spent something like twelve and a half million dollars. Just what part represents cosmetics and perfumes for Broadway choruses and just what part is pills, salves, medicines, including Horke Vingo and others, can not be determined, because the 'items are not segregated.

New York City's soft drink bill is staggering. The city is undoubtedly the wettest spot on earth without any reference to Mr. Volstead. Tax returns show that upward of a billion and a half dollars were spent for soft drinks over fountains and near beer bars. Chicago was a good second in this regard.

Government Helping Women in More Serious Problems.

Although the government is interested in foibles of American women, attention is also given to the more substantial things affecting the sex. In the Department of Agriculture scores of experts are at work to assist the American housewife solve her problems. One group of men and women are continuously experimenting with methods of preserving and canning vegetables and fruits. The results of their experiments are published in pamphlet form, which may be had for the asking, or at times a small fee, by any woman in the United States.

The department's investigations are conducted along lines intended to be the most simple that can be devised and no costly paraphernalia is used. Each Summer during the canning season the department stages a campaign to reach millions of women with the information available.

Children Work All Day and Study at Night

ACCORDING to reports of government officials, 500,000 children of elementary school age are working all day to help swell the family budget.

Many of these children, in a praiseworthy endeavor to gain the rudiments of an education, go to school at night.

School officials and judges of the juvenile courts of practically all large cities now are being flooded with applications from parents and guardians of children who are anxious to dispense with day school training and go to work. In a survey in Washington, it was discovered that nearly 2,000 such certificates had been issued.

Officials of the Children's Bureau of the Department of Labor and of other branches of the government are studying the situation which, it is feared,

may hold a menace for the welfare of the new generation. Child labor legislation not only by the Federal government, but by the states, has at best received rough sledding from the courts. The United States Supreme Court recently found it necessary to declare unconstitutional a federal statute intended to protect the nation against exploitation of child labor.

Child Labor Fight Continues.

Under the prohibitive federal tax, child labor now is virtually prevented throughout the country. But welfare workers, assisted by the American Federation of Labor and other agencies, are staging a continuous battle with laws and custom to protect children. That child labor still is a reality throughout the country is shown by

the fact that the United States Census Bureau still lists in its occupation statistics "persons engaged in gainful occupation 10 years of age and over."

The Census Bureau now is analyzing its occupation statistics as to age of workers. Soon official reports will be available on the exact number of persons between 10 and 15 years of age who are at work.

Thousands of girls and boys in every state now are discontinuing their public school training at the earliest legal age to go to work. The number who go to work rather than attend high school is very large. In hundreds of cases children do not even complete training up to the eighth grade. The low age limit in some states permits students to leave school as early as the sixth grade.

That hundreds of these students later attempt to make up this deficiency in their educational training is shown by the large attendance at night schools, commercial schools operated under private direction, and the institutions of learning maintained by semi-public institutions and big manufacturing plants. Approximately 400,000 students now are enrolled in private schools, maintained by a big religious institution and by manufacturing plants, according to reports to the U. S. Bureau of Education. In the main, these educational institutions operate at night.

The young man or woman, however, who works during the day, and at night tries to make up his deficiency in elementary education, is much

handicapped, officials point out. But at the same time this student is much to be complimented because of his enterprise, it is emphasized. Welfare workers and government officials unite in recommending that all boys and girls who possibly can manage it should at least attend high school for two years before striking out into the industrial world.

Boys Leave Earlier

A class of more than 1,000,000 girls of 15 each year desert school to go to work in offices and factories, reports show. This means that a majority of them have spent at least two years in high schools.

Boys generally leave school at an earlier age than girls, it is explained. This is because the male, even at the age of 14 or 15, begins to feel respon-

sibility to become a producer, officials believe. There are no accurate reports on the age at which most boys leave school. The number in high schools, however, is usually smaller than that of girls, except in high schools which give training in craftsmanship of various kinds, as well as in general subjects. Girls, however, seem to predominate in the enrollment in night schools offering training exclusively in primary commercial work, such as stenography and typewriting.

Although the large number of children holding school certificates permitting them to work may seem discouraging to the welfare worker, the desire for education is growing through the entire country, officials are discovering. One manifestation of

this is the record-breaking enrollment this year in all kinds of public and private schools and colleges. The largest freshman classes in history have been enrolled this year at most colleges. One big Eastern institution recently announced it had been forced to refuse matriculation to nearly 3,000 applicants for admission because of inadequate facilities to house and train them.

In the state colleges and universities, budget officials are hastily preparing estimates of deficiency appropriations needed to make possible admission of thousands of unexpected students. Legislatures of many states are grappling with the problem of providing for their public institutions the largest appropriations in history in the face of falling revenues.